



Atty. Docket No. 4444.P008

Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	
	)	
Sean P. Nolan	)	Examiner: Unknown
	)	
Serial No. 10/728,663	)	Art Unit: 3621
	)	
Filed: December 4, 2003	)	
	)	
For: METHOD AND SYSTEM FOR AUTOMATING	)	
KEYWORD GENERATION, MANAGEMENT,	)	
<u>AND DETERMINING EFFECTIVENESS</u>	)	

Mail Stop Missing Parts  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT

Sir:

Prior to examination of the above referenced application, the Applicants respectfully request the Examiner to enter the following amendments and to consider the following remarks.



Attorney's Docket No.: 4444.P008

Patent

In re the Application of: Sean P. Nolan

(inventor(s))

Application No.: 10/728,663

Filed: December 4, 2003

For: METHOD AND SYSTEM FOR AUTOMATING KEYWORD GENERATION, MANAGEMENT, AND DETERMINING EFFECTIVENESS

(title)

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COMMISSIONER FOR PATENTS  
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Alexandria, Virginia 22313-1450

SIR: Transmitted herewith is a Preliminary Amendment for the above-referenced application.

Applicant claims small entity status. See 37 CFR 1.27.

XX No additional fee is required.

Other:

The fee has been calculated as shown below:

	(Col. 1)		(Col. 2)	(Col. 3)
	Claims Remaining After Amd.		Highest No. Previously Paid For	Present Extra
Total Claims	* 39	Minus	** 39	0
Indep. Claims	* 5	Minus	*** 5	0
<input type="checkbox"/>	First Presentation of Multiple Dependent Claim(s)			

\* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.

\*\* If the "Highest No. Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.

\*\*\* If the "Highest No. Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest No. Previously Paid For" (Total or Independent) is the highest number found from the equivalent box in Col. 1 of a prior amendment or the number of claims originally filed.

SMALL ENTITY

Rate	Additional Fee
X9	\$
X43	\$
+145	\$
Total Add. Fee	\$

OTHER THAN A  
SMALL ENTITY

Rate	Additional Fee
X18	\$ 0
X86	\$ 0
+290	\$
Total Add. Fee	\$ 0

CERTIFICATE OF MAILING BY FIRST CLASS MAIL (if applicable)

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to Mail Stop Missing Parts, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

on May 7, 2004  
Date of Deposit

Adrian Villarreal

Name of Person Mailing Correspondence

Signature

May 7, 2004  
Date

\_\_\_\_\_ A check in the amount of \$ \_\_\_\_\_ is attached for presentation of additional claim(s).  
\_\_\_\_\_ Applicant(s) hereby Petition(s) for an Extension of Time of \_\_\_\_\_ month(s) pursuant to  
37 C.F.R. § 1.136(a).

\_\_\_\_\_ A check for \$ \_\_\_\_\_ is attached for processing fees under 37 C.F.R. § 1.17.

\_\_\_\_\_ Please charge my Deposit Account No. 02-2666 the amount of \$ \_\_\_\_\_.

**A duplicate copy of this sheet is enclosed.**

X The Under Secretary of Commerce for Intellectual Property and Director of the United States  
Patent and Trademark Office is hereby authorized to charge payment of the following fees associated  
with this communication or credit any overpayment to Deposit Account No. 02-2666 **(a duplicate copy  
of this sheet is enclosed):**

X Any additional filing fees required under 37 C.F.R. § 1.16 for presentation of  
extra claims.

X Any extension or petition fees under 37 C.F.R. § 1.17.

BLAKELY SOKOLOFF TAYLOR & ZAFMAN LLP

Date: May 9, 2004

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